



7-UP: WEBSITE MUSTS FOR FICKLE USERS

7 QUESTIONS, 7 SECONDS

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These 7 questions are what website surfers want to know in the first 7 seconds they spend on a site.

- Who are you?
- What do you do?
- How can I reach you?
- What problem do you solve?
- What's in it for me?
- Why you?
- What's my next move?

Kristin is a Certified Executive Coach who helps entrepreneurs & professionals find relaxed confidence as bosses and business-owners. She can be reached at coackh@nickellsilver.ca, 250-248-1926 or through her website www.nickellsilver.com. If you struggle with any aspect of running your business, she can help. Her 30 years of being an entrepreneur herself while helping other business owners is a valuable resource for you. Call now to discuss how she can help you.